**RICHARD SHELDRAKE**

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Summary

I have worked in the Market Research industry for over twenty-five years. Having started as a telephone interviewer for  
BMSL, now Harris Interactive, I became a research executive within a year. During my five years with the company, I  
was trained in all aspects of the business to business research process, including client liaison, questionnaire design,  
project management, data analysis, report writing and presentation of findings. This experience was invaluable as MD  
of a data collection agency as it provided an essential link between client, executive and interviewing team.

In 2014 I was appointed Chief Operating Officer of the BDRC Group and until recently I was a board director of the  
multi-award winning full service agency BDRC Continental. I am a Fellow of the MRS, a former member of the MRS  
Main Board, past Chair of the Company Partner Advisory Board and a former Deputy Chairman of the BMRA.

I ran one of the UK's best data collection operations, specialising in telephone interviewing, domestically and  
internationally and business to business and consumer.

I have immense knowledge of the industry and will always be willing to share that knowledge as and when required.

I am married to Jemma, I have a 13 year old daughter and I am inordinately proud of both of them. I also play guitar in a  
Country Punk Rock band.

Skills

Budget development and management Persuasive  
Creative and innovative Strong time management  
Market research Sales strategies  
Exceptional copywriter Strategic thinker  
Accomplished manager Organised  
Natural leader Business case development  
Web 2.0 savvy Quantitative and qualitative market research

E-mail and direct mail marketing campaigns

Work History

**Research Executive** 06/1987 to 09/1992  
**BMSL** – London

Having started as a telephone interviewer, I rose through the ranks to become fully trained as a research executive,  
designing questionnaires, managing fieldwork, writing reports and delivering presentations of results.

**Guitarist** 05/1992 to 06/1996  
**Professional musician**  
I played in a series of bands, touring Europe and the UK. I played on a a number of recordings and worked as a  
producer.

**Fieldwork Manager** 03/1996 to 07/1997  
**Freelance Research** – Richmond  
Ran the fieldwork operation of a company with fieldwork team of 40 interviewers. Ensured that projects were delivered  
on time and to budget. I helped to double the turnover within a year.

**Founder** 04/1997 to 06/1999  
**Perspective** – London  
Starting as a qualitative moderator on my own, I quickly developed a number of clients, to the point where I built a team  
of interviewers that delivered group recruitment, depth interviews, smaller scale quantitative projects, moderation

services and an unrivalled reputation for service delivery.  
**Managing Director** 06/1999 to 01/2017

**Perspective Research Services Ltd** – London  
I built the largest independent data collection operartion in the UK, going from a starting turnover of £150,000 to as  
much as £9 million. We covered every service from telephone interviewing, domestically, internationally and business to  
business and consumer. In addition, we built one of London's best viewing facilities, Holborn Focus with a speciallist  
quant recruitment team to help fill it.

**Chief Operation Officer** 05/2014 to 01/2017  
**BDRC Group** – London  
In addition to my duties as MD of PRS, I was the responsible director for a number of other companies in the Group,  
namely Viewpoint, Holborn Focus, Alligator Research and BDRC Australia.

Education

**GCSE**: 1976  
**Brighton College** - Brighton